## Claims

## 1. A luminous element comprising:

a light-guiding device in which light is guided by reflection, the light-guiding device comprising at least one light-scattering area that has at least one light-scattering structure and at least one light entry surface, wherein the at least one light-scattering structure are on a surface of the at least one light-scattering area;

at least one OLED coupled to the at least one light entry surface, the at least one OLED comprising a transparent substrate coupled to the at least one light entry surface; and

a light guiding plate, wherein the light guiding plate and the transparent substrate are plate-shaped and are coupled at an edge surface to the light-guiding device.

- 2. The luminous element according to claim 1, wherein that the light-guiding device comprises a transparent material.
- 3. The luminous element according to claim 2, wherein that the transparent material comprises a material selected from the group consisting of a glass, a coated glass, a glass/plastic laminate, a plastic, a fluid, and any combinations thereof.
- 4. The luminous element according to claim 3, wherein the at least one light entry surface is arranged at an edge surface of the light guiding plate.
- 5. The luminous element according to claim 1, wherein that the at least one light entry surface is arranged at an edge surface of the light guiding plate.
- 6. The luminous element according to claim 1, wherein the light-guiding device has an elongated cylindrical shape or an elongated prismatic shape.

- 7. The luminous element according to claim 1, wherein the at least one light entry surface is arranged on at least one side of the light guiding plate.
- 8. The luminous element according to claim 1, wherein the transparent substrate is flexible.
- 9. The luminous element according to claim 8, wherein the transparent substrate comprises a material selected from the group consisting of a polymer, extremely thin glass, and a composite of extremely thin glass and polymer.
- 10. The luminous element according to claim 1, wherein the light entry surface and/or the at least one OLED has at least one specular reflective surface.
- 11. The luminous element according to claim 1, wherein the light entry surface and/or the at least one OLED has and/or an optical grating.
- 12. The luminous element according to claim 1, wherein the at least one OLED is of strip-shaped form.
- 13. The luminous element according to claim 12, wherein the at least one OLED has contact surfaces that extend along a longitudinal direction of the at least one OLED.
- 14. The luminous element according to claim 1, wherein the at least one OLED is coupled to the light-guiding device by a transparent bonded joint.

- 15. The luminous element according to claim 1, wherein the at least one light entry surface is arranged obliquely to a light guidance direction.
- 16. The luminous element according to claim 1, wherein the at least one light entry surface is curved.
- 17. The luminous element according to claim 1, wherein the at least one light-scattering structure is arranged in an interior of the light-guiding device.
- 18. The luminous element according claim 1, wherein the at least one light-scattering structure comprises a roughened surface area.
- 19. The luminous element according to claim 18, wherein the roughened surface area has a roughness that increases along a light guidance direction.
- 20. The luminous element according claim 1, wherein the at least one light-scattering structure is colored.
- 21. The luminous element according claim 1, wherein the at least one light-scattering structure comprises at least one structure selected from the group consisting of a raised pyramid structure, a recessed pyramid structure, a convex lens, a concave lens, a raised prism, a recessed prism, a convex cylindrical lens, a concave cylindrical lens, and any combinations thereof.
- 22. The luminous element according claim 1, wherein the at least one light-scattering structure comprises an optical grating.
- 23. The luminous element according claim 1, wherein the at least one OLED comprises a plurality of OLEDs.

- 24. The luminous element according to claim 23, wherein the plurality of OLEDs emit light of different color.
- 25. The luminous element according claim 1, wherein the at least one OLED emits white light.
- 26. The luminous element according claim 1, wherein the at least one light-scattering area has a light exit surface that is larger than the at least one light entry surface.
- 27. The luminous element according claim 1, wherein the at least one OLED is coupled to the at least one light entry surface via a coupling element.
- 28. The luminous element according to claim 27, wherein at least one OLED comprises a number of OLEDs that are coupled to the at least one light entry surface via the coupling element.
- 29. The luminous element according to claim 27, wherein the coupling element has at least two different coupling surfaces.
- 30. The luminous element according claim 1, wherein the light-guiding device has an annularly bent shape.
- 31. The luminous element according claim 1, wherein the light-guiding device has shape selected from the group consisting of a cylindrical shape, a semicylindrical shape, a tubular shape, a conical shape, and a prismatic shape.

## 32. A luminous element comprising:

a light-guiding device wherein light is guided by reflection, the light-guiding device having at least one light-scattering area that has at least one light-scattering structure, a light entry surface, at least one OLED coupled to the light entry surface, and a light exit surface that has at least one edge surface of a light guiding plate, wherein the light entry surface is arranged on at least one side of the light guiding plate.